

# Godspeed, Bruce Borland

*Editor's Note: Rick Jacobson of Jacobson Golf Course Design composed this tribute to Bruce Borland, golf course architect and Peoria native who died October 25 at age 40. Bruce's eulogy, as delivered by Jack Nicklaus, follows Rick's remarks. The MAGCS extends its condolences to the Borland family and the families of the others who perished aboard the now infamous Learjet.*

Our golf community suffered a tragic loss when it learned that golf course architect Bruce Borland was aboard Payne Stewart's plane on Monday, October 25. Many of us had the opportunity to meet Bruce through his work at local courses such as Oak Brook Hills, Bull Valley, Golf Club of Illinois, Seven Bridges and the Ivanhoe Club. Those of us who were fortunate enough to also know Bruce as a friend knew an individual who found joy in giving without expecting anything in return.

Bruce found a tremendous amount of joy in earning a living through a sport he loved so dearly. He was a true reflection of the values of the game while conducting himself with integrity, honesty and sportsmanship in his daily life. How fitting it is then that the greatest golfer in the history of the game had this to say at the memorial service held in Jupiter, Florida on October 28 . . .

"When the first emotional shock hits us after a tragic accident, seldom do we think or realize how far-reaching the impact can be. Seldom do we realize the depths of the emotional pain. So when the news first broke Monday that the

private jet belonging to Payne Stewart was in peril, there was certainly enough shock and concern from all of us. But when it was learned soon after that Bruce Borland was aboard that flight, I know Barbara and I, his friends, his family and his extended family at Golden Bear were traumatized by our worst fears. Amid the reality of the last few days, those fears have been displaced by sorrow and feelings of loss.

"To call Bruce's passing a great loss is perhaps still an understatement. The gravity of how he touched all our lives is amazing.

"Certainly, we all knew Bruce in our professional lives—a tremendously talented

designer who matured with each year and with each beautiful golf course he left behind for all to enjoy. But if you knew Bruce on a professional level, you also knew Bruce on a personal level. Because Bruce always allowed his wonderful personality to flow over into his professional life.

"Bruce could light up a room and an office. When you walked into his office, Bruce always greeted you with a smile without a word being said. And you could not help but return that smile. Bruce's personality was simply infectious. He was fun to work with and laugh with.

"Bruce was a gentle man, who went about his daily life with a warm, soft-spoken demeanor that seemed to invite

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— Jack Nicklaus

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friendship. He always treated coworkers with clients with equal amounts of respect and kindness. In our business or any business, kindness is sometimes considered a weakness. With Bruce, kindness was perhaps his greatest attribute.

“Whether drawing lines together or bouncing around in the back of a pick-up truck on a dusty site, Bruce always seemed content, at peace with himself, and at his happiest. The only two loves in Bruce’s life greater than the love for his work were his family and his faith.

“He was an Elder in his church who—by their presence today—was obviously respected and loved by each and every member.

“If there is a microcosm that provides a glimpse into what made up this wonderfully

giving man, it’s that Bruce recently took on a golf course design project just a few miles from his hometown of Peoria, Illinois, and it was Bruce’s intent to donate all of his design fees to his church.

“Most of all, Bruce was a very devoted husband to Kate and a loving father to his four children—Daniel, Thomas, Benjamin and Elizabeth. Too often we let our careers inch ahead and take priority over the time spent with our families. Never was this the case with Bruce.

“He always made time for his wife and children. Maybe it was to keep “date night” with Kate. Maybe it was to be at a soccer match, a karate lesson or a diving meet. Or maybe it was to just drop a fishing line into the neighborhood lake with one of his boys. Bruce loved to save

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### Director's Column

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tant is that we seek individuals who, once elected, maintain their drive and commitment for the good of the Association. Being an MAGCS director entails a lot of extra work, but it is very rewarding and directors learn a great deal, with results that have value and meaning in everyday life. As past presidents, too, we appreciate the opportunity to contribute with our ideas. We realize, however, that good ideas are only great if realized, and that depends on dedicated people to see them through. Please give serious thought at our annual elections—our Association depends on it. 

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a penny, but he never hesitated when he had the opportunity to buy a boat just to have something the entire family could do together. It was at these moments when Bruce was truly his happiest.

“Kate, his children and his entire family have suffered an immeasurable loss. But because Bruce had a marvelous and enviable way of making all of us feel a part of his family, we all have suffered a loss. But we are all better people for having known Bruce Borland and we thank him for touching all our lives. He will always be a part of us, and will forever hold a special place in our hearts and memories.”

Friends have set up a memorial fund to benefit Bruce Borland's children. Contact the First Union National Bank, 2000 PGA Boulevard, Suite 2200 in Palm Beach Gardens, Florida, 33410.



### Do It With Someone . . .

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job and saying, “We did that.” You and your crew will look at the golf course in a new light, viewing areas on the course and remembering when certain projects were completed.

By doing the work in-house, you can start and stop the process as needs change, allowing greater flexibility in trying to meet the needs of the golfers. You have the ability to work when the conditions improve after bad weather. An hour or two at the end of the day can make a difference when added up. Then, you possess the intimate knowledge of the golf course and its underground utilities. Your crew will know where all the wet spots are after a rainstorm. You have already established a relationship with the local suppliers and can usually get materials in a timely fashion. By tackling the project yourself, you may be able to realize substantial savings for the facility, depending on how much is calculated as operating expenses and what is budgeted as capital expense.

A possible downside to doing the work in-house is that the timeframe for the project may be prolonged beyond expectations. You may not have a large enough staff or the specialized equipment needed to complete the work in a timely fashion. The possibility exists that you may not be up-to-date on the latest and greatest construction techniques that would make the project go smoothly. Unknown variables that you did not budget for may increase the cost of the job. One of the foremost issues to consider: the condition of the rest of the golf course may suffer while you and your crew are concentrating on the renovation. Members may be unhappy with the disruption

from the construction and will not tolerate less-than-perfect conditions on the rest of the golf course. This can cause lots of stress! Communication is vital here as you strive to keep everyone informed of progress and field any complaints. In some cases, having someone else responsible for the final result may be more beneficial. Sometimes it is not wise to be remembered as “the guy who built that \*\*\*\*\* pot bunker on #6.”

Clearly, many positives and negatives accompany each scenario. Any project requires your careful thought as you determine the best and most economic way to complete the work. Doing the work in-house can be very rewarding, but also very stressful. Using a golf course contractor can assure getting the work done in a minimal amount of time, but may cost more than doing the work in-house. Sometimes combining in-house efforts with a contractor's expertise makes sense; you can use a contractor for some portions and utilize your crews to do the work for which they are best suited. In some instances, postponing renovations to a later date when more funds will be available is necessary. However, with careful planning and good weather, everyone's renovations should go as smooth as silk.

Right! 